From Bayes Through von Wiener's Marginal Utility to Jacob Cohen’s Effect Sizes: A Guide to Understanding the Clinical and Statistical Significance of the Results of Oenologic Research Findings
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Abstract

The purpose of this presentation is to trace the history of the problem of distinguishing between statistical and clinical significance of published research findings, with specific application to published oenologic research. These applications will include, among others: the relationship between objective and subjective sensory characteristics as determinants of wine prices; and the perceived effects of terroir on the quality of wine under blind and sighted conditions. In each case, criteria will be applied to enable the differentiation between statistical and clinical significance. The broader implication of this approach for future oenologic research studies will also be discussed.